

**North East Valley Anti-Meth Coalition
Youth Awareness Subcommittee Meeting
June 26, 2007**

Introductions/Meeting Purpose: Subcommittee Co-Chair Gina Durbin led the introductions. Gina reviewed the strategic plan objectives related to the work of the subcommittee.

There are two goals for this subcommittee: ***Eliminate meth use among youth under age 18*** and ***Enhance awareness of schools and school districts about the problem of meth use and the need for data about meth use in schools.***

The subcommittee reviewed the eight projects included in the plan and ranked them in order of priority. Some projects with similar purposes were combined to create a total of five projects for this subcommittee.

- Priority # 1: Create, distribute and promote an anti-meth DVD for junior high and high school students.
- Priority #2: Hold at least two Meth Prevention Days for Youth and their families. Hold the first one by November 30, 2007.
- Priority #3: Conduct youth-focused town hall meetings with community members, representatives and leaders regarding meth use and available resources. (One in October 2007, one in March 2008).
- Priority #4: Meet with representatives from the AZ Criminal Justice Commission to identify the procedures for the AZ Youth Survey and challenges that may limit participation. Contact nonparticipating districts and private schools to identify and eliminate their barriers to participating in the Arizona Youth Survey. Explore the best times to conduct the youth survey including at the same time as the AIMS test.
- Priority #5: Identify best practices for drug prevention education in schools and document the prevention education efforts currently offered in Coalition community schools. Identify best practices related to the use and effectiveness of drug testing in schools and document how drug testing is currently used in coalition community schools.

Action Planning: Karen Kurtz facilitated a three step process to develop an action plan for the first two projects. The three step process is to 1). Identify the target audience the project intends to reach; 2) describe the project end result (product) in detail; 3) identify the action steps needed to create the product.

Project #1: Create, distribute and promote an anti-meth DVD for junior high and high school students.

Project #1: Target Audience

- Create two videos targeted to different age groups. One for 11-13 year olds (grade 6-8) and one for 14-18 year olds (grade 9-12).
- Distributed through middle or high schools (Fountain Hills, Cave Creek, Paradise Valley, Scottsdale).
- Must go through the Boys and Girls Clubs and Recreation Centers to reach the youth living on the reservations.
- Create videos in English and Spanish.
- What cultural implications should be considered in the video?
- What about private and charter schools? How do we include them?

Project #1: Describe the Product

- Create two videos based on age groups.
- Product should be kid driven – for kids, by kids.
- Create through a contest.
- Create some parameters for the video – give some background research for kids in making the video.
- Try to get sponsorship.
- Establish how long the video should be. It depends on where it will be shown. How long should the video be? Could it be shown at Harkins Theatres or Cox Connect with Kids? What parameters would be needed for these outlets?
- Provide some kind of reward for the contest winners.

Project #1: Action Steps

See attached action plan for action steps.

Project #3A: Conduct an October town hall meetings with community members, representatives and leaders regarding meth use and available resources.

Project #3A: Target Audience

- Focus the October town hall on parents. (March town hall on youth.)
- Hold the event in Scottsdale.
- Invite parents from a local defined area (TBD).

Project #3A: Describe the Product

- Hold an week day evening event for two hours.
- Serve food at the event.
- Invite a keynote speaker to speak for 10 minutes.
- Purpose of the session is twofold: Educate parents about meth and hear back from parents about their concerns and experiences. (about 50% for each purpose). Want parents to gain four things from the event: know available resources, have a sense of comfort, know where to look for resources, and connect with people.
- The subcommittee discussed having a panel of 4-5 people. The group must work out more of the details of the project including how to have parents participate (open question and answer session, table discussions around specific questions etc.)

The meeting time ended before the group could identify specific action steps for the event.

After going through the planning process for just two projects, the subcommittee decided to pursue no more than two projects at a time until the subcommittee grows. Implementation of a Meth Prevention Day in November will be rescheduled possibly for November 2008.

Next Meeting: The committee discussed July 24th as a possible next meeting date. Members will be contacted by email to confirm the schedule.